



Hi, I'm Hattie Bryant. This is the place to learn about how to start, run and grow a business. Every day 10,000 Americans open a new business, and this year 23 million will file a business tax return.

So what trait do most of them share?

The one common quality possessed by small business owners is courage. And people who take courageous action are heroes. It's been said that small business is the engine of the economy, but we are more than that. Small business owners are the New American Heroes. Heroes are men and women who take courageous action for the good of all. They are not concerned for their own safety, but are motivated to cause change that makes the world a better place.

Throughout history we have celebrated the accomplishments of inventors, explorers, soldiers and statesmen. In this country today there is a new breed of hero — we call them the New American Heroes. These are the small business owners who create work and wealth. Out of their imaginations, and so often on the journey alone, our heroes find ways to bring new ideas to life, to invigorate and to inspire everyone around them.

 **Small Business School**
the series on PBS, Worldnet and the Web
www.smallbusinessschool.org

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April 2005

 **Small Business School**

*Inspirational, Educational
Television*



*For Entrepreneurs
& Small Business Owners*

Learn By Watching The...



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Are you an entrepreneur or small business owner?

If you are, then you know the special challenges that a small business faces. It can often be a fine line between success and failure. So why not learn from those who have been the most successful?

Seen on several PBS affiliates throughout the country, The *Small Business School* television program is a series devoted to highlighting some of America's most successful small businesses and their owners. Part education, part inspiration, the programs can give any small business owner something to think about and stories to learn from. Host Hattie Bryant gives you a candid look at the trials that these businesses have come through and how they are thriving today.

The Milwaukee Economic Development Corporation and the City of Milwaukee's City Channel 25 are teaming up to bring the *Small Business School* program to Milwaukee viewers. There will be 26 episodes of the program telecast throughout 2005. Each episode is telecast on Fridays at 6 p.m., Saturdays at 8:30 a.m. and 9:30 p.m., Sundays at 4 p.m. and 11:30 p.m., and Mondays at 7:30 a.m. and 6 p.m. (Subject to telecast schedules for city government meetings). The program is only available on Channel 25 on Time Warner Cable in the City of Milwaukee.

We invite you to tune in on a regular basis and encourage you to let other small business owners know about the program. We've included the telecast schedule for this year on the brochure. You can also view the schedule online at www.milwaukee.gov/channel25. For more information on the *Small Business School*, you can find more information at www.smallbusinessschool.org. If you have any questions or comments about the series, please call the Milwaukee Economic Development Corp. at 414-286-5840 or e-mail at info@medconline.com.

We'd like to hear from you.

| Telecast Dates | Program # | Program title/business name |
|----------------|-----------|--|
| 4/8-4/11 | 101 | Staying Power |
| 4/15-4/18 | 102 | AZ Tech with Don Wilkes |
| 4/22-4/25 | 103 | NoUVIR with Ruth Ellen Miller |
| 4/29-5/2 | 104 | Jagged Edge with Margaret & Paul Quenenmon |
| 5/6-5/9 | 105 | Finding Money |
| 5/13-5/16 | 106 | Cactus & Tropicals |
| 5/20-5/23 | 107 | Mr. Fox Rodriguez |
| 5/27-5/30 | 108 | The People Part |
| 6/3-6/6 | 109 | Texas Jet |
| 6/10-6/13 | 110 | Enterprise Network |
| 6/17-6/20 | 111 | Internet Show |
| 6/24-6/27 | 112 | Trailblazer Foods |
| 7/2-7/4 | 101 | Staying Power |
| 7/8-7/11 | 102 | AZ Tech with Don Wilkes |
| 7/15-7/18 | 103 | NoUVIR with Ruth Ellen Miller |
| 7/22-7/25 | 104 | Jagged Edge with Margaret & Paul Quenemoen |
| 7/29-8/1 | 105 | Finding Money |
| 8/5-8/8 | 106 | Cactus & Tropicals |
| 8/12-8/15 | 107 | Mr. Fox Rodriguez |
| 8/19-8/22 | 108 | The People Part |
| 8/26-8/29 | 109 | Texas Jet |
| 9/2-9/5 | 110 | Enterprise Network |
| 9/9-9/12 | 113 | Dawn Sign Press |
| 9/16-9/19 | 114 | Fluker Farms |
| 9/23-9/26 | 115 | Madison Park Greeting Cards |
| 9/30-10/3 | 116 | Del's Lemonade |
| 10/7-10/10 | 117 | Ebby Halliday Real Estate |
| 10/14-10/17 | 118 | Meetings America |
| 10/21-10/24 | 119 | Boardroom |
| 10/28-10/31 | 120 | Monica Morgan Photography |
| 11/4-11/7 | 121 | Building A Value-Based Business |
| 11/11-11/14 | 122 | Building A Business for Life |
| 11/18-11/21 | 123 | Jackalope |
| 11/25-11/28 | 111 | Internet Show |
| 12/2-12/5 | 124 | International Wine Accessories |
| 12/9-12/12 | 125 | Tile Connection |
| 12/16-12/19 | 126 | Texas Nameplate |
| 12/23-12/26 | 112 | Trailblazer Foods |

